

# **The Dr. Gerald W. Deas Achievement Foundation**

*Formerly the Queens Achievement Foundation*

## ***The Red Carpet Salute***

**March 8th, 2025**

**Terrace on the Park, Queens, NY**

The Dr. Gerald W. Deas Achievement Foundation (DDAF) is proud to host the 23rd Annual **Red Carpet Salute** Gala on Saturday, March 8, 2025. This highly anticipated event was started by The Queens Achievement Foundation to recognize community leaders who've made an impact within their professions. It has since grown into a noteworthy gala saluting deserving honorees while raising awareness of the foundation's honorable community service efforts and initiatives.

Our signature event, The Red Carpet Salute, attracts 400 accomplished professionals and leaders from diverse backgrounds throughout the Southeast Queens community and beyond for a night of elegance and achievement. Our foundation was renamed two years ago in honor of Dr. Gerald W. Deas, a 1953 initiate of Kappa Alpha Psi. Heralded as a physician, political activist, poet, playwright, and media personality, Dr. Deas served as the first black medical columnist for the *New York Daily News* and was the chief medical correspondent for Fox television's Emmy-winning "McCreary Report" for 10 years. He has also mentored countless doctors through the years.

The core components of our mission are:

1. To develop, promote, increase, and cultivate a positive self-image through cultural and recreational activities
2. To teach and develop the art and skills of leadership
3. To encourage good community relations

Our service priorities include scholarships, youth mentoring initiatives, small community grants, and our Adopt-A-School Initiative.

Over the past two decades, we have provided nearly \$50,000 in scholarships to deserving high school seniors pursuing their secondary education, with continued mentorship while they fulfill their academic pursuits.

The DDAF's services and programs are facilitated and coordinated by the Board of Directors, which includes volunteer members of the Queens (NY) Alumni Chapter of Kappa Alpha Psi Fraternity, Inc. These volunteers represent a broad range of professional backgrounds, exposing our young people to a mentoring pool that would be challenging for them to access on their own.

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For event sponsors, this is a unique opportunity to connect with a wide array of prospective clients and customers. It's a great way to introduce your organization while supporting a worthy cause!

Sponsors will be featured in our marketing collateral, both in print and across social media regardless of the package secured. Additionally, our event management team is ready to coordinate with you to find the perfect fit to connect you with our Salute audience best. The Dr. Gerald W. Deas Achievement Foundation is a 501 (c)(3) non-profit organization that provides services to support the academic and social welfare of tri-state area youth, focusing on residents of Southeast Queens, NY. We accomplish this through several programs and with support from organizations and individuals in the community.

## Here are our packages:

<b>Gold Sponsor (\$10,000)</b>	<b>Sliver Sponsor (\$5,000)</b>	<b>Bronze Sponsor (\$2,500)</b>
Recognition in opening and closing remarks.  Time allocated to address the gala guests.	Recognition in opening and closing remarks	Recognition in opening and closing remarks
20 VIP Tickets	10 VIP Tickets	4 VIP Tickets
Back Cover Ad	Inside Front Cover Ad	Inside Back Cover Ad
Corporate additions to the swag bag	Corporate additions to the swag bag	Corporate additions to the swag bag

## Journal Ads (Print & Digital)

- \$750 Full Page
- \$500 Full Page Non-Profit organization

All journal ad submissions should be high-resolution (300 dpi) and provided in one of the following file formats: JPG, JPEG, PDF, and Word document.

Please email journal ads and/or sponsorship information to [dgwdaf@gmail.com](mailto:dgwdaf@gmail.com) by February 15th, 2025.

All check payments for journal ads must be made to The Dr. Gerald W. Deas Achievement Foundation.

*For sponsorship and journal inquiries, please contact Caleb Terry at [dgwdaf@gmail.com](mailto:dgwdaf@gmail.com) or visit <https://RedCarpetSalute.com>*